

Health Promotion Service – Project Overview

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| TITLE | Young Peoples Sexual Health Promotion Worker |
| NATIONAL TARGETS / LOCAL PRIORITIES | <p>Every Child Matters- Reducing Teenage Pregnancy Strategy. Two national targets: -</p> <ul style="list-style-type: none"> • Halve the under 18 conception rates in England by 2012 (with an interim reduction target of 15% by 2004) <p>Local Area Agreement in Sexual Health for Cornwall & the Isles of Scilly: -</p> <ul style="list-style-type: none"> • Reducing teenage strategy – reduction of Under 18 conceptions <p>Cornwall & Isles of Scilly Primary Care Trust Strategic Priority: -</p> <ul style="list-style-type: none"> • Priority 1- to reduce the levels of unplanned teenage pregnancy. <p>Cornwall & Isles of Scilly Health & Well Being Strategy - 'Sex, Drugs & Alcohol 2020'</p> <ul style="list-style-type: none"> • A reduction of all newly diagnosed STIs in young people, gay men and over 35's accessing sexual health services. • A reduction in the Under 18's conception rate to be the lowest in England & Wales by 2020 <p>Cornwall Children's Trust-</p> <ul style="list-style-type: none"> • Strategic Priority 4 – Promote and improve the health & well-being of children, young people & families in Cornwall and reduce inequalities in health. Key action; reduce levels of unplanned teenage pregnancies. |
| SCOPING | <p>National Strategy for Sexual Health & HIV</p> <ul style="list-style-type: none"> • One to one Interventions to reduce transmission of Sexually Transmitted Infections including HIV and to reduce the rate of Under 18 conceptions, especially among vulnerable and at risk groups: NICE Guidance (Feb 2007) • World Health Organisation: Adolescent Pregnancy • Teenage Pregnancy Independent Advisory Group Annual Report 2008/09, Sixth Edition • Teenage Pregnancy prevention and support: A self-assessment toolkit for local performance management (2009) • South West Public Health Observatory; Sexual Health Balanced Scorecard (2010) • Teenage Pregnancy Strategy: Beyond 2010 • Teenage Pregnancy: Working Towards 2010- Good Practice and Self Assessment Toolkit (Oct 2006) • Teenage Pregnancy Next Steps: Guidance For Local Authorities and Primary Care Trusts on Effective Delivery of Local Strategies (July 2006) • Teenage Parents Next Steps: Guidance for |

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| | <p>Local Authorities Primary Care Trusts on Effective Delivery of Local Strategies (July 2007)</p> <ul style="list-style-type: none"> • Healthy Colleges: A study and report into how Further Education Colleges can promote Health and Well-being (Sept 2000) • Teenage Pregnancy Advisory Board Annual Report 2006 2007; Why Sexual Health is a Cross Governmental Issue. • Cornwall Children and Young Peoples Plan 2008-11. • Emerging Answers 2007- Research Findings on Programs to Reduce Teenage Pregnancy and Sexually Transmitted Infections. • The Economics of Sexual Health- fpa, 2005. |
| AIM(S) | <ul style="list-style-type: none"> • To reduce Under 18 conception rate by 50% by 2012. • To improve sexual health for young people. |
| OBJECTIVES | <ul style="list-style-type: none"> • To increase the number of young people aged 13-21 to access sexual health services. • To encourage safer sex for young people in Cornwall and the Isles of Scilly. • To reduce the rates of STIs in 16-24 yrs old young people. • To support existing programmes and develop new initiatives to reduce the Under 18 conception rate by 50 % by 2012. • To increase the numbers of young people registering on the C Card Scheme in Cornwall. • To support the sexual health work on the Mobile Sexual Health Bus. • To deliver regular sexual health training to professionals working with young people, including monthly C Card Training sessions. • To increase the number of young people's organisations, offering C Card Scheme registration and distribution. • To support National campaigns in Sexual Health i.e., World Aids Day, Contraceptive Awareness Week, Men's Health Week, National Condom Week and Sexual Health Week. • To promote the National Campaign, 'Sex. Worth Talking About.' Promoting LARC to young people across Cornwall and the Isles of Scilly. • To support Colleges and Further Education settings in their 'Healthy College Fortnights.' • To raise awareness of testicular cancer in young men aged 15-34. |
| PROJECT TARGETS and BEHAVIOURAL | <ul style="list-style-type: none"> • To increase the number of young people registered on the C Card Scheme by 800 a quarter, or 3200 every year. |

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| <p>GOALS</p> | <ul style="list-style-type: none"> • To deliver C Card Training once a month at various localities in Cornwall. • To offer GP Surgeries and other organisations in house training if they cannot access general C Card training, at least once a month. • To recruit a further 20 organisations into the C Card Scheme. • To support the development of Sexual Health Services in School Settings, through the introduction of the C Card Scheme with School Nurses. • To promote the National Campaign, 'Sex. Worth Talking About', during Fresher's week at the College Campuses in September. • To support any Health Promotion Service, Outreach Events. • To deliver Foundation in Sexual Health Training, Delay, Go Girls and Sexual Health for Professionals working with people with Learning Disabilities, in partnership with other Agencies. • To support the Mobile Sexual Health Bus, by delivering two sessions a month in various localities, in Cornwall. • To produce new promotional material for the C Card Scheme in partnership with young people. • To organise events to raise awareness of the National Campaigns in Sexual Health. • To raise awareness of risk taking behaviour, in regards to Sexual Health and Alcohol, through delivering workshops for Blitz. • Work in Multi-Agency Partnership Initiatives in delivering Sexual Health Promotion. • To increase awareness for young men of testicular cancer, through delivering workshops. |
| <p>THE PROPOSITION</p> | <ul style="list-style-type: none"> • To increase the number of young people registered on the C Card Scheme by 800 a quarter, or 3200 every year. By increasing the amount of organisations that register young people, it should target young people that have not previously had the opportunity to register on the C Card Scheme. Also, by offering College Students opportunities to access a variety of different condoms i.e. Glow in the Dark, Warming & Cooling, Tropical Flavours and Flavoured lubricant. It gives young people an incentive to register on the C Card Scheme. • To deliver C Card Training once a month at various localities in Cornwall. Offering regular training in C Card enables organisations to train more staff to register young people. It also, enable C Card to recruit further organisations that may not already be part of the Scheme, increasing the number of registration and distribution sites and allowing C Card to meet the targets of registering young people. • To offer GP Surgeries and other organisations in house training if they cannot access general C Card |

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| | <p>training, at least once a month. This allows GP Surgeries to offer the C Card Scheme in localities that may not otherwise have the Scheme. It gives young people a variety of settings to register and access their condoms. GP Surgeries may not otherwise be able to access training due to the restriction of time within their roles, in house training allows Practices the opportunity to access training and sign up to the C Card Scheme.</p> <ul style="list-style-type: none">• To promote the National Campaign, 'Sex. Worth Talking About', during Freshers week at the College Campuses in September. To promote the National Campaign of LARC for young people allows them to consider their options for their sexual lives. It allows young people to consider long term options and hopefully have a direct impact on reducing teenage pregnancy rates. Working with the Colleges during Freshers allows the Campaign to reach a large audience of young people that possibly wouldn't be able to happen other than at the Freshers Fayres.• To support National campaigns in Sexual Health i.e., World Aids Day, Contraceptive Awareness Week, Men's Health Week, National Condom Week and Sexual Health Week. Dedicated campaigns give the opportunity to undertake focused sexual health work with young people on specific topics. It raises young people's awareness of key messages of their sexual health. This in turn will have a direct impact on young people accessing LARC and the C Card Scheme.• To support the Mobile Sexual Health Bus, by delivering two sessions a month in various localities, in Cornwall. Taking sexual health information and access to Chlamydia Screening Kits and Condoms to rural locations allows young people accessibility that they may not otherwise have.• To deliver Foundation in Sexual Health Training, Delay, Go Girls and Sexual Health for Professionals working with people with Learning Disabilities, in partnership with other Agencies. Offering a variety of training opportunities for organisations working with young people, equips them to be able to support, guide and sign post young people to the appropriate services and also enable the workers to use a variety of skills to engage young people in their sexual health. This should have an impact on STI infection rates of young people and teenage pregnancy rates.• To produce new promotional material for the C Card Scheme in partnership with young people. Involving young people in the design of promotional material for the C Card Scheme enables them to identify and take ownership of the Scheme. It will also raise the profile of the C Card Scheme with young people, which should increase the number of young people registering on the Scheme. |
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| | <ul style="list-style-type: none"> • To increase awareness for young men of testicular cancer, through delivering workshops. Allowing young men to have an input into their health messages and feel involved within the development of resources should raise their awareness and knowledge of testicular cancer and accessing health care. • To support any Health Promotion Service, Outreach Events. Raising the profile of the Health Promotion Service allows organisations the knowledge to access the services it provides. It also allows Sexual Health messages to reach wider audiences within a community setting. |
| <p>EVALUATION</p> | <ul style="list-style-type: none"> • Records of all emails and correspondence with organisations. • Training resources, activities, attendance and evaluations. • C Card Request Forms • Order Purchase Forms • Meeting minutes • Diary Sheets • Posters, leaflets and condoms, distributed for campaigns or promotional events • Sexual Health LAA Reports • Pacesetters Project Reports • National Teenage Pregnancy Statistics • Number of young people registered on the C Card Scheme. • Number of organisations offering the C Card Scheme in Cornwall. |
| <p>DELIVERY PARTNERS and Stakeholders</p> | <ul style="list-style-type: none"> • Chlamydia Screening Unit and Outreach Worker • GU Clinic • Contraceptive and Sexual Health Services • Cornwall Brook Advisory Service/Clinics • Brook Outreach Education Workers • Boys and Young Men's Sexual Health Worker • Youth Service • Connexions • DAAT • EEFO • NHS Communications • Pharmacies • G.P. Practices • Community Hospitals • Local Media • Young Peoples Alcohol Promotion Worker • Sex and Relationship Education Adviser • Health Gay Cornwall Coordinator • Reducing Teenage Pregnancy Coordinator • Voluntary Sector Sexual Health Projects • Youth Cornwall • Voluntary Youth Settings |

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| | <ul style="list-style-type: none">• Further Education Colleges• 31 Secondary Schools• PSHE/SRE Lead Teachers• Regional Partnership with Brook Bristol and Bath & N Somerset Local Authority |
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